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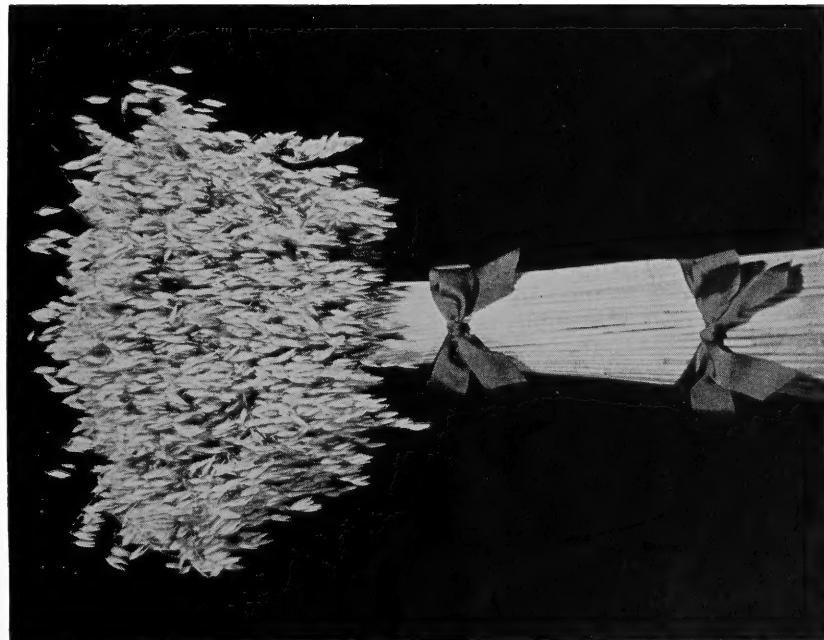
1953 FALL GRAIN CATALOG

RETURN POSTAGE GUARANTEED

62.77
COKER'S PEDIGREED SEED COMPANY



THE GUARANTEE OF QUALITY
HARTSVILLE, SOUTH CAROLINA



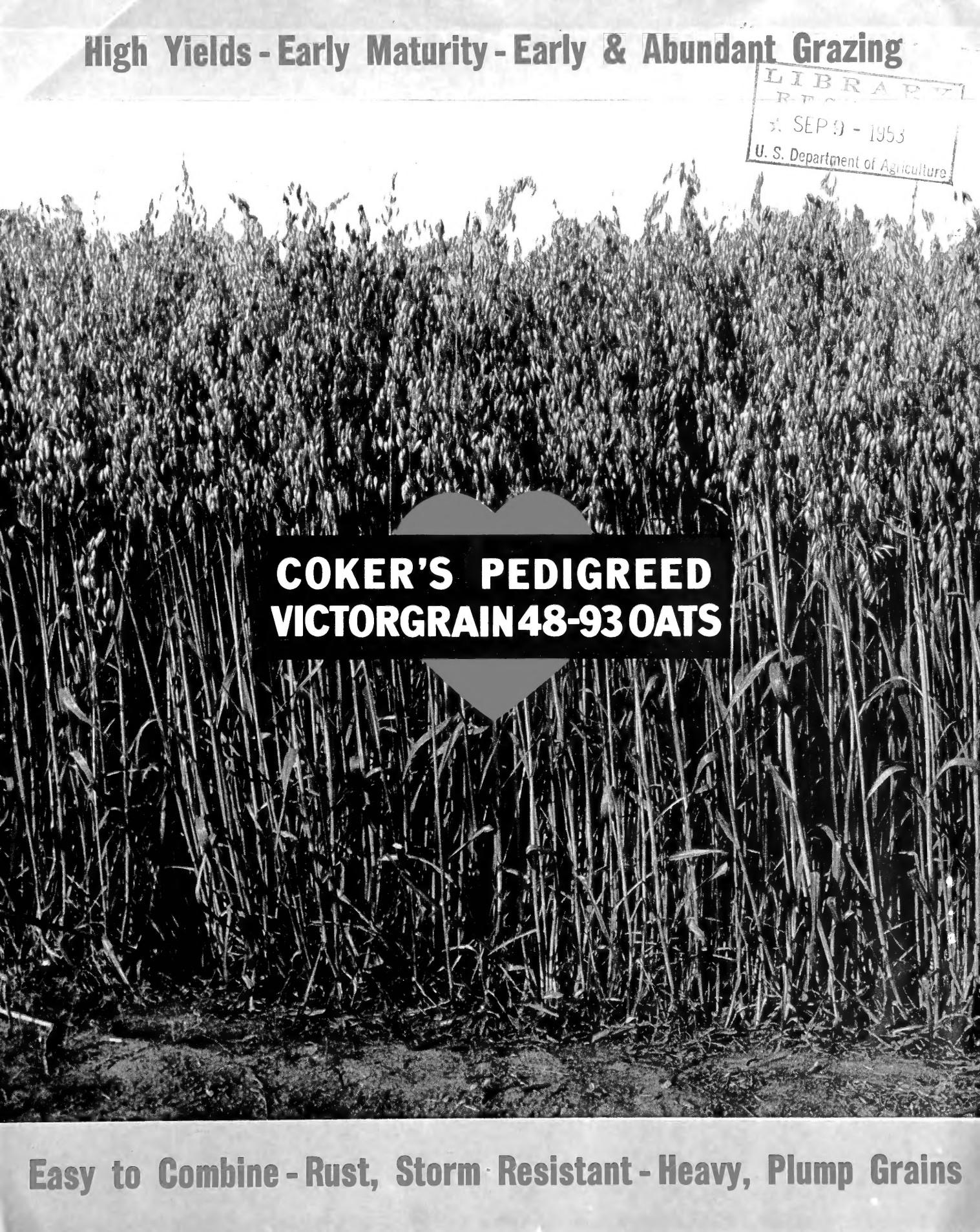
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High Yields - Early Maturity - Early & Abundant Grazing

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**COKER'S PEDIGREED
VICTOR GRAIN 48-93 OATS**

Easy to Combine - Rust, Storm Resistant - Heavy, Plump Grains

COKER'S PEDIGREED VICTORGRAIN 48-



Mr. Eugene C. Fedric, general manager of the Eugene C. Fedric farms of Glendora, Miss., is shown above in a field of Victorgrain 48-93 oats on the Fedric farms. "We are more than pleased with the results shown by these oats," writes Mr. Fedric. "They have stood up under very adverse weather conditions during the months of April and May. We had no lodging. They have passed the Mississippi Field Test and are expected to yield 80 to 90 bushels per acre."



Hassel Weeks of H. H. Weeks Seed Store in Rocky Mount, N. C., displays an armful of Coker Victorgrain 48-93 oats grown on his farm. Mr. Weeks likes the high yields of 48-93 oats, its earliness, stiff straw, large grains and ease of combining.



Benton D. Dargan, prominent and successful South Carolina farmer, shown standing in his field of Coker's Victorgrain 48-93 oats, says, "Coker's Victorgrain 48-93 oats has all the characteristics of a good oat combined with the capacity to outyield any variety I have ever known." Its disease-resistant features, Mr. Dargan says, are outstanding factors in its successful performance. The heavily-fruited heads in this field illustrate the high-yielding ability of Victorgrain 48-93 oats.

93 OATS—*The South's Leading Variety*



This field of Victorgrain 48-93 oats, seeded at a rate of only 1½ bushels per acre, yielded 94.4 bushels per acre in a demonstration planting conducted on the Johnson Farms in Geneva County, Alabama.



T. B. Upchurch, Jr., state agricultural leader and outstanding farmer of Raeford, N. C., stands with Duncan G. McFadden, left, in a fine field of Coker's Victorgrain 48-93 oats from which he combined 86 bushels per acre. Mr. Upchurch finds that the early maturity of 48-93 oats permits him to follow his oats with lespediza, a very important factor with their cattle and grain program.



George C. Nunn of Perry, Ga., is shown here combining a field of Coker's Victorgrain 48-93 oats. "We are very much pleased with the results we have obtained with Victorgrain 48-93 oats this year," Mr. Nunn writes. "In spite of late planting and unfavorable conditions, we obtained an average yield of 71 bushels per acre and part of the acreage yielded at the rate of 90 bushels per acre. Your Victorgrain 48-93 oats is the most popular oat in this area. This is due to its high yield, excellent quality, and standing ability. We had other varieties of oats planted on the farm this year but Victorgrain 48-93 led the nearest variety by 14 bushels per acre. We are convinced that this is the oat we need in this section."

History And Description

Coker's Pedigreed Victorgrain

48-93 Oats

1953 Breeder's Registered Seed

This new type of Victorgrain, first distributed in limited quantities in the fall of 1950, has now been in general farm production in the South for three years. During this period of time, thousands of practical grain growers have had opportunity to evaluate this new variety under actual farm-test conditions. It has been so widely accepted by these growers that it has been necessary to constantly expand our acreage for the production of Registered Seeds. Although no official estimates are available, we are convinced that, over the past two years, more Registered Seeds of Victorgrain 48-93 have been distributed than of any other variety now being grown in the South.

ORIGIN

In the course of routine reselection of the older Victorgrain, a variant type appeared which was entered in a preliminary strain test in 1946-47 and in our local variety test in 1947-48. This particular reselection, first increased as Block No. 93 in 1948, proved to be outstanding in several important respects. On the basis of these tests and observations, full-scale increase was begun in the fall of 1949, and small quantities were marketed the following year under the designation Victorgrain 48-93.

It was clear even in the early stages of increase that Victorgrain 48-93 showed more tolerance to *Helminthosporium* blight under field conditions than the older Victorgrain variety being grown at that time. However, only the more extensive tests conducted in the following seasons, over a wider range of conditions, could demonstrate the full degree of its superiority over the parent variety and other competing varieties.

This variant type, so distinctly different from and superior to the older Victorgrain, fully deserved renaming as a new variety and perhaps should have been assigned an entirely new name.

AGRONOMIC CHARACTERISTICS

The comparative yield data presented above show conclusively that Victorgrain 48-93 is a highly productive variety. However, as stated by Coker Consultant, Dr. T. R. Stanton, in Vol. III of the National Oat Newsletter, "factors or characteristics other than yield sometimes determine farmer acceptance of a new variety." Among these other desirable characteristics are listed cold resistance, forage production, short straw, earliness, grain quality, suitability for combining, and as a companion crop for seedlings of lespedeza, clovers, etc.

Even though extreme hardiness is not required in the main portions of the southern oat belt, a variety should have sufficient cold resistance to withstand the below-normal temperature drops so frequently occurring even in the deep South. Victorgrain 48-93 possesses such hardiness.

Victorgrain 48-93 has the semi-winter habit of growth which has been found to produce uniformly good grazing from early fall through late spring. Less hardy, upright types afford adequate grazing only in early fall, and the more prostrate winter varieties usually do not provide satisfactory grazing until late spring.

The relatively short stiff straw of Victorgrain 48-93 makes this variety ideally suited to combine harvesting. It has withstood windstorms that have left other types completely lodged. Combine operators report that it threshes clean and easily, yielding a product which can be processed economically and with minimum recleaning waste. The kernels are large, plump, thin-hulled, with high test-weight and excellent feed value. They bear practically no awns.

The growth of Victorgrain 48-93 is sufficiently vigorous to produce high yields of good quality grain but is not so rank as to smother out lespedeza or other companion crops which are, in many sections, of considerable importance in themselves.

DISEASE RESISTANCE

Victorgrain 48-93 has been resistant to all prevalent races of crown (leaf) rust in the U. S. including race 45 and its biotypes. It is susceptible to some newer races now present in Florida. Through the 1952 season, these new races of rust did not appear in any significant proportions in any fields above Florida. The probable future development of these races cannot at this time be predicted; nor is it possible to foresee the extent of damage that may occur in fields of Victorgrain,



SAMUEL J. HADDEN

Plant Breeder in Charge
Small Grain Breeding and Development Program

Arlington, Atlantic, Southland, or other Victoria derivatives, all of which are susceptible to these races. Inspection of plantings of Victorgrain in Florida last spring, however, showed that even under the most extreme conditions of exposure, the infection was not as damaging as might be expected of a very virulent race. In our opinion, these races will not be as virulent on the Victoria derivatives as is race 45 on varieties such as Taggart, Delair, and Fla. 167, except possibly in the Florida-Gulf Coast region.

Victorgrain 48-93 is not considered resistant to *Helminthosporium* (Victoria) blight, but, at the time that this disease was causing some losses, it was observed that the new Victorgrain 48-93 showed considerably more field tolerance than some other varieties of similar origin.

Of the three prevalent races of loose smut, Victorgrain 48-93 is resistant to two and susceptible to one. Even though this variety has been in extensive production for several years, we have had no reports of smut infection in farmers' fields. Apparently increased emphasis on the importance of seed treatment has helped prevent the development and spread of smuts and other seed-borne diseases. We strongly recommend that all seed lots of oats be Ceresan treated, and that oats do not follow oats in a rotation.

DESCRIPTION

Plant: Semi-procumbent—profuse tillering. Cold resistant, ideal height—about the same as original Fulgrain. Will not interfere with lespedeza or similar crop where interplanted.

Smut Resistance: Resistant to most races, susceptible to one race.

Rust Resistance: Highly resistant to prevalent races of crown rust. Susceptible to race 101.

Blight Resistance: Significantly more tolerant than previous strains.

Season: 7 to 10 days earlier than Stanton, Letoria, Arlington, Lee.

Heads: Long and well-balanced.

Straw: Very stiff, storm resistant. Ideal for combining.

Grains: Larger than in strains previously grown. Attractive, bright, resisting weather stain. Plump, well-filled groat, high feed value.

Production: One of the best varieties which we have bred or tested.

Uniformity: The most uniform variety that we have ever released.

PRICES

1 to 16 bushels	\$3.75 per bu.
16 to 48 bushels	3.50 per bu.
48 bushels and up	3.25 per bu.

Shipping charges prepaid.

These Oats Treated With New Improved Ceresan





VICTORGRAIN 48-93 OATS MAKE ENVIRABLE RECORD OF PRODUCTION



C. R. Logan, owner of Oak Grove plantation at Tchula, Miss., proudly displays a sample of his Coker's Victorgrain 48-93 oats from which he combined 60 bushels per acre from his 220 acres. Mr. Logan's plantation is located in the heart of the Mississippi Delta, where Victorgrain 48-93 oats the variety best suited for the Delta. "Its high yielding ability and fine quality grain, coupled with disease resistance and adaptability to combine harvesting, make it the most outstanding variety for Delta conditions," he says.

MISSISSIPPI UNIFORM FALL-SOWN OAT VARIETY TEST

Three-year grain yield averages (bushels per acre) of 12 varieties of oats grown at five locations in Mississippi 1950-52

Variety	1950	1951	1952	3-Year Average 1950-52
1. Victorgrain 48-93	51.8	59.3	71.0	60.7
2. Madison Co. RR	43.4	55.1	66.1	54.8
3. Mustang	40.6	54.2	69.2	54.7
4. Fulgrain	37.6	50.2	75.6	54.4
5. Arlington	42.4	54.5	63.6	53.4
6. Alber	43.8	53.0	63.0	53.2
7. Southland	49.0	41.5	64.5	51.6
8. Nortex 107	46.0	50.0	56.8	50.9
9. Delta Red 88	44.6	44.6	63.5	50.9
10. Delair	26.6	48.8	63.1	46.1
11. Camellia	39.0	40.8	49.5	43.1
12. Bonda	38.0	27.0	52.5	39.1

1953 SMALL GRAIN TEST

Albany, Ga.
Conducted by J. D. Davis, County Agent

OATS	Bushels Per Acre
Victorgrain 48-93 (1953 Breeder's Registered Seed)	58.48
Victorgrain 48-93 (1952 Breeder's Registered Seed)	55.12
Floriland	52.12
Southland	51.72
Fulgrain	49.60
Mustang	38.60
Arlington	36.48

PERFORMANCE RECORD IN TESTS

Last year Victorgrain 48-93 ranked No. 1 in yield among the commercially-available varieties included in Station, Official, or County variety tests at Monroe, N. C.; Florence, S. C.; Athens, Plains, Fort Valley, and Cuthbert, Ga.; Aliceville, Tallahassee, Auburn, and Marion Junction, Ala.

Two-year averages of the four Official Variety Tests conducted during the 1951-52 period in the N. C. Coastal Plain section place this variety in No. 1 rank with an average yield of 117.1 bushels per acre. The two-year yield at Monroe, N. C., show that Victorgrain 48-93 led with an average of 123.1 bushels per acre. For the same two-year period, it has led the list of commercially-available varieties at the Pee Dee Experiment Station in S. C.

TABLE 7. AVERAGE YIELDS OF OAT VARIETIES TESTED IN CENTRAL ALABAMA 3-YEAR AVERAGE—1950-52

Variety	Average Yield of Grain Per Acre									
	Aliceville Bu.	Prattville Bu.	Tallasseet Bu.	Camp Hill Bu.	Auburn Bu.	Tuskegee Bu.	Marion Junction Bu.	Regional Average Bu.		
Victorgrain 48-93	110.5	91.4	52.5	68.8	55.4	62.0	76.3	74.9		
De Soto	97.0	88.0	51.9	58.2	77.5	55.0	72.2	74.9		
Anderson	99.0	97.1	46.2	59.7	48.0	53.0	61.7	65.8		
Nortex	90.6	85.6	42.0	45.0	62.5	69.5	68.3	66.3		
Nortex 107	90.7	80.9	39.0	55.0	63.0	72.0	61.8	65.7		
Delta Red 88	82.0	81.2	47.1	60.2	59.4	66.1	62.4	65.2		
Arlington	87.5	79.2	49.0	63.4	52.3	53.6	63.5	64.5		
Rustproof 14	80.6	91.8	30.5	59.6	66.0	61.0	60.4	63.0		
Camellia	61.7	64.6	23.5	43.4	56.9	38.8	41.6	46.3		

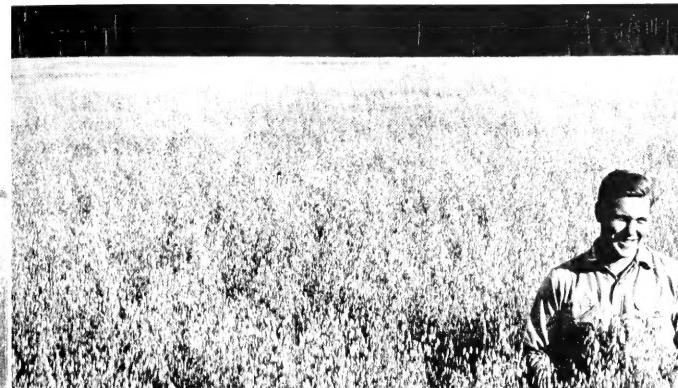
In the two variety tests conducted in the Piedmont section of Georgia last year, the average yield of Victorgrain 48-93 was higher than that of any other variety. It has led the three-year regional average of all varieties tested at seven locations in Central Alabama, and also placed first in the three-year sectional average of the same varieties tested at five locations in Southern Alabama. Its average yield in the twelve Central and Southern Alabama tests last year was 75.5 bushels per acre.

In the Mississippi State oat variety tests conducted at five locations over the three-year period 1950-52, this variety led the group of twelve varieties with an average yield of 60.7 bushels per acre, or 5.9 bushels above its nearest competitor.



This is part of a 25-acre crop of Coker's Victorgrain 48-93 planted by E. L. Johnson of Silver City, N. C. Mr. Johnson did not keep an accurate yield report on all his crop. He reported, however, yields "that were fine all over." On one 5-acre field which he did check, he combined 549.5 bushels. Mr. Johnson says, "I am well pleased with Victorgrain 48-93 oats."

Mr. R. D. Buchan of Hawkinsville, Ga., stands neck deep in a field of Coker's Victorgrain 48-93 oats from which he harvested 60 bushels per acre "in spite of adverse weather conditions." Mr. Buchan says, "I believe this to be the best grain that I have ever grown or have ever seen grown in this section. Other farmers who have it are very well pleased also."



This field of Coker's Victorgrain 48-93 oats produced 106.3 bushels per acre. Boyd Hicks, the young South Carolina farmer who produced it, thinks Victorgrain 48-93 is the best variety ever developed for the South. "Naturally, I like its high yielding characteristic," Mr. Hicks writes, "but I also like it because of its standing ability, its disease resistance, its bright plump grain, and because it's the prettiest oats in the field I've ever seen."

COKER'S PEDIGREED FULGRAIN — The South's Earliest Variety

1953 BREEDER'S

REGISTERED SEED

In the class of early oats, Coker's Fulgrain has for many years held top place in popularity among Southern growers. It possesses the highly desirable combination of semi-spring growth habit and sufficient cold resistance to permit its use throughout all of the Coastal Plain and Piedmont sections. It provides excellent fall and winter grazing, then matures a grain crop in time to allow full development of lespediza hay crops. Its short, stiff straw makes it well suited to combine harvesting. Fulgrain has an excellent kernel type—plump, heavy, thin-hulled; with practically no awns or basal hairs. It threshes clean and is economically processed.

Being a sister selection of the original Victorgrain variety, its disease reactions are, in general, the same as Victorgrain and other Victoria derivatives. An exception is the fact that it is resistant to all three of the prevalent races of loose smut in the South. However, we recommend that all seed lots of oats be treated with Ceresan as good insurance against the development of new races of smut and other seed borne diseases.

DESCRIPTION

Plant: Semi-erect habit with wide, dark green blades. Cold resistant, profuse tillering, grows to medium height.

Rust Resistance: Highly resistant to prevalent races. Susceptible to race 101.

LEFT—The long, well-balanced, heavily-fruited heads and the sturdy straw in this field of Fulgrain oats are reason enough why Coker's Pedigreed Fulgrain is a favorite with many of the South's leading oat growers. The picture shows Coker's General Farm Manager Richard S. Calhoun with an armful of Fulgrain.

Smut Resistance: Resistant to all prevalent races of smut. **Season:** The earliest rust-resistant oat grown in the South; 10 to 12 days earlier than Appler.

Heads: Long, well-balanced, heavily fruited.

Straw: Very stiff and storm resistant. Ideal combine type.

Grains: Attractive, bright, resisting weather stain; plump, well-filled berry; low per cent hull, high feeding value. Occasionally bears a few awns.

Production: One of the safest, most productive varieties we have ever bred or tested.

Victoria Blight: Although not resistant, our strain of Fulgrain has considerable tolerance to this disease.

PRICES

1 to 16 bushels	\$3.75 per bu.
16 to 48 bushels	3.50 per bu.
48 bushels and up	3.25 per bu.

Quotations on larger quantities furnished upon request.

Shipping charges prepaid.

These Oats Treated With New Improved Ceresan

BELOW—This is a seed field of Coker's Fulgrain oats grown on the Coker farms in Hartsville for sales stock. The medium height, uniformity of growth, excellent standability, and heavily fruited heads are well-known characteristics of this popular variety. Shown in the picture is Mr. J. Wallace Talbert, sales manager.



ABOVE—Mr. Hubert Shuler, Jr., member of the firm of Shuler & Smoak, Coker dealer in Orangeburg, S. C., stands in this field of Coker's Fulgrain oats. Mr. Jerome B. McMichael, left, of Orangeburg in this field of Coker's Fulgrain oats. Mr. McMichael combined 65 bushels per acre from this field. "I've found Coker's Fulgrain a most reliable variety," Mr. McMichael says. "It produces high yields year after year. It has stiff straw which prevents lodging, and it performs well in the field under a wide range of conditions. I have produced as high as 85 bushels per acre."

BELOW—Seventy-seven bushels per acre were produced on this field of Coker's Fulgrain oats grown on the farm of T. S. Cornelius in Hope, Arkansas. Left to right are: Thomas Kinser, Coker dealer in Hope, Mr. Cornelius, and Oliver Adams, County Agent.



TERMS and CONDITIONS

OUR RESPONSIBILITY: Our seed are all carefully tested for germination and purity before shipment. Attached to every bag of seed we ship is a card on which is printed the percentage of germination and mechanical purity of that particular lot of seed. Under no circumstances, however, can we be responsible for the germination of the seed after they have been planted for there are many reasons for imperfect germination of planted seeds other than their vitality. **In no case do we give any warranty expressed or implied as to the productivity or performance of our seed.**

YOUR PROTECTION: Our seed are all sent out in bags labeled "COKER'S PEDIGREED SEED" and bearing our Registered Red Heart Trade Mark. Each bag also bears our O.K. tag and is officially sealed before leaving our warehouse. No seed is genuine "COKER'S PEDIGREED SEED" unless it bears our official O.K. tag under seal and our Registered "TRADE MARK." Protect yourself by insisting upon having only seed bearing our official O.K. Tag and Registered Trade Mark.

REGISTERED SEED: All of our pedigreed fall grain seed are classified as "BREEDER'S REGISTERED SEED" and are tagged with the purple tag of the State Crop Improvement Association. We are

the original source of seed of Victorgrain 48-93 and Fulgrain oats and Coker 47-27 wheat from which blue tag certified seed can be produced.

OUR CLAIMS: The claims we make for our seed are based on their actual performance in our breeding plots, variety tests, and increase fields. They are ALL bred, grown, prepared, tested, and stored under our personal supervision and control.

EFFECT OF GROWING CONDITIONS: Our descriptions are based on the actual records that our varieties have produced in our tests, and they will show the same characteristics elsewhere under the same conditions. Drought or POOR CONDITIONS will result in a reduced and poorer quality—no matter what variety is planted.

ONE PRICE POLICY: Our Company has, since its beginning, strictly adhered to the policy of selling its products on one schedule of prices to all. These prices are based on the quantity of the purchase and are published in our catalogs, price lists, and pamphlets.

It is our policy to ship or deliver on a C.O.D. basis all seed that have not been paid for at time of shipment or delivery. All fall grain seed are shipped freight or express prepaid.

Mr. E. F. Perry of the firm of E. F. Perry and Sons of Kelly, Ga., looks over a field of Victorgrain 48-93 oats from which he combined 110 bushels per acre. "The 48-93 oats which I bought from you last fall have proved very outstanding," he writes. "These were the best oats I have ever seen grown in this section. We had many visitors to the field and a number of people obtained samples of these oats to be used in field exhibits this fall. I think the outstanding characteristic of Victorgrain 48-93 oats is the fact that they will put more oats in the bin than any variety now being grown. Coker Victorgrain 48-93 put me in the oat business."

